

RESOLUTION NO. 2011-183

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LODI
CONFIRMING THE 2012 ANNUAL REPORT FOR THE LODI
TOURISM BUSINESS IMPROVEMENT DISTRICT AND
LEVY OF ASSESSMENT

WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36500 et seq., has been submitted to the City Council by the Board of Directors of said Improvement District; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36524 on November 16, 2011, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Lodi Tourism Business Improvement District.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2011 Annual Report as submitted on November 2, 2011, by the Board of Directors of the Lodi Tourism Business Improvement District to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2012.

Dated: November 16, 2011

I hereby certify that Resolution No. 2011-183 was passed and adopted by the City Council of the City of Lodi in a regular meeting held November 16, 2011, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Katzakian, Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Mounce

ABSTAIN: COUNCIL MEMBERS – None



RANDY OHL



October 21, 2011

Randi Johl
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Enclosed please find the 2012 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance **1753** and **was** amended 11/19/2008 by Resolution No. 2008-229.

Enclosed **you** will find a 2012 work **plan**, budget and method of assessment **as** required by the California Streets **and** Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make **a** presentation to the Council at the November 2, 2011 City Council meeting. Please feel free to call me **With** any questions you may **have**.

Sincerely,

Nancy Beckman
President and CEO

2012 Lodi Tourism Business Improvement District Annual Report

Assessment Funding Purpose: To administer marketing programs to promote the City of Lodi as a tourism destination and to **fund** projects, programs, and activities that benefit hotels within the Business Improvement District boundaries

Method of Assessment: The LTBD includes all hotels/lodging facilities Within the City of Lodi **as well as** two properties currently located at the intersection of Kettleman Ln. and I-5. Each lodging facility **within the** district shall be assessed **3% of** the gross room rental revenue. Rentals (stays) lasting over **30** days are not subject to the assessment. The assessment is levied annual and collected quarterly.

2012 Work Plan (See Attached)

For the purpose of the Annual Report presentation, we have broken our 2012 **work** plan into **6** project areas:

- Marketing/Promotional Activities
- Research
- Customer Service & Hospitality
- Events
- Communications
- Committees

2012 Budget

G/L Account	2012
Income - BID	\$252,252.00
Income-City of Lodi	\$84,000.00
Income-Community Book	\$3,500.00
Income-Taste of Lodi	\$49,500.00
income -Tourism Lunch	\$6,500.00
Income-postage donations	\$15.00
Income- Ares booking engine	\$25.00
Income-website advertising	\$500.00
Attraction Map - dining ads	\$1,000.00
Total Income	\$397,292.00
Advertising	\$38,492.00
Automobile Expense	\$4,064.00
Bank Service Charges	\$450.00
Contingencies/Unexpected Opportunities	\$4,935.00
Dues & Subscriptions	\$3,505.00
Education/Conferences	\$875.00
Equipment Lease	\$3,760.00
Event Expenses - Taste of Lodi	\$49,500.00
Event Expenses- Tourism Lunch	\$6,152.00
Gifts	\$200.00

Hospitality/Meals	\$1,465.00
<u>Insurance</u>	
Directors & Officers	\$1,600.00
Liability	\$588.00
Work Comp	\$1,225.00
Labor - Contract	\$1,000.00
<u>Office Expenses</u>	
Equipment	\$1,000.00
Maintenance	\$2,200.00
Supplies	\$1,309.00
<u>Personnel</u>	
Salaries	\$145,320.00
Benefits	\$10,464.00
Postage & Delivery	\$2,413.00
Printing & Reproduction	\$1,175.00
<u>Professional Fees</u>	
Accounting	\$3,580.00
Administration-City of Lodi	\$12,613.00
Legal Fees	\$250.00
Promotion	\$48,615.00
Rent	\$18,776.00
<u>Repairs</u>	
Computer Repairs	\$800.00
<u>Tax & License</u>	
Payroll	\$12,250.00
Property	\$2,362.00
Licenses	\$70.00
Technology	\$3,780.00
Telephone	\$1,900.00
Trade Shows	\$5,620.00
<u>Travel & Entertainment</u>	
Meals	\$790.00
Travel	\$2,094.00
Utilities - Gas & Electric	\$2,100.00
Total Expense	\$397,292.00
 Net Profit (Loss)	 \$0.00

Visit Lodi!
Conference & Visitors Bureau
2012 Work Plan

Leisure Market

Targeted Advertising: Ads will be placed in designated target markets including the greater Sacramento, greater Bay Area and Northern California region to promote Lodi. Ads will be both hard copy and digital in nature and will include a response measure for tracking purposes wherever possible.

Trade Shows: Visit Lodi! will have a booth at the **2012** Bay Area Travel Show and Treasure Island Winefest. Staff will actively promote and recruit partners to participate as vendors where possible as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at the Los Angeles Times Travel Show. In addition, Visit Lodi! will research promotional opportunities at various wine shows in the Northern California region.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. LodiView distribution is currently at over **4,000** subscribers.

Quarterly e-postcards: In **2012** Visit Lodi! will produce quarterly e-postcards that will be mailed to our marketing database. Each postcard will feature a call to action and will give recipients the ability to click through to the Visit Lodi! website for special offers and other Lodi visitor information.

Social Media: Staff will utilize social media (Facebook & Twitter) a minimum of twice a week to promote Lodi events and businesses. Staff proposes to utilize contests and give-a-ways as a way to increase followers.

Group Market

Tradeshows: Visit **Lodi!** will attend three sales shows created for the group market: The California Society of Association Executives (Cal SAE), the Northern California Chapter of Meeting Professionals International Annual Expo, and Society of Government Meeting Planners (SGMP). All sales leads will be followed up on and added to our database for future marketing opportunities.

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at POW **WOW** and the International Tour Management Institute.

Fam Tours: Visit Lodi! Group Sales Manager will host quarterly Fam Tours for meeting planners and group decision makers as a tool to showcase Lodi as a group meeting destination.

Direct Mail Campaign: Quarterly fliers/brochures will be sent to group sales decision makers to reinforce the vision of Lodi as a go-to destination for meetings/conferences/events. Quarterly mailers will keep Lodi top-of-mind for meeting planners, association leaders and social/fraternal groups.

Local Host Program: In 2012, the Group Sales Manager will make 12 presentations to local social groups and service clubs to promote the Host-at-Home Program. When appropriate, the Host-at-Home Award will be given out at the Annual Tourism Luncheon as a way to generate group sales leads by 1.) reminding citizens and local leaders as to the benefits of bringing their groups to Lodi, and 2.) recognizing individuals who participate in the program by referring groups to Visit Lodi! sales staff.

Sales Calls: A minimum of ~~two~~ days a month sales staff will make face-to-face sales appointments in the Northern California and greater Bay Area region to sell group decision makers on bringing their group events and meetings to Lodi. Additionally, sales staff will utilize cold calls to meeting planners and association leaders as a way to maintain visibility and continually educate potential clients to the value of Lodi as a meeting destination.

Wine & Dine: New this year, Visit Lodi! will hold ~~two~~ out of the area Wine & Dine social events for group decision makers as an alternative to the **FAM** Tour. These events will provide an opportunity for Visit Lodi! staff to promote Lodi to hard-to-reach decision makers.

Research

Lodi Brand Print Program: In 2012 Visit Lodi! working with North Star Destination Strategies, will develop a Lodi Brand Print Strategy. The key component of the brand print strategy is an extensive research component that will at its conclusion provide a comprehensive demographic profile of the Lodi visitor as well as a brand platform statement which will guide future marketing activities.

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Website: The goal of the Visit Lodi! website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible. In 2012 Visit Lodi! will redesign their website to reflect the marketing direction suggested by the Lodi Brand Print program.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Visitor Guide:** An updated Lodi Visitor Guide will be presented for distribution in the Summer of 2012. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request and is distributed at travel trade and sales shows. Consumers will be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads 4 times throughout the year giving them flexibility in their advertising campaigns.
- **Festival & Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival & Events Calendar. The Calendar, produced quarterly, is a quick reference to events in the Lodi area and is distributed at the hotels, wineries, attractions, tradeshow, and included in visitor information packets.
- **Visitor Attraction Map & Guide:** The Visitor Attraction Map & Guide is distributed to hotels, wineries and attractions for their use and will be sent out to visitors upon request as well as utilized as give-a-ways at tradeshow. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- **Meeting Facilities Brochure:** The Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities and will be utilized heavily by Sales staff when promoting local venues to the group market.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Events

Tourism Luncheon: May 2012, Visit Lodi! will host the 5th Annual Tourism Luncheon. The Luncheon is designed to give Visit Lodi! the opportunity to promote their programs and services to the greater Lodi community.

Taste of Lodi: Visit Lodi! Board and staff will determine the feasibility of hosting a **2012 Taste of Lodi** event. Key considerations will be economic viability and staffing resources.

Communications

Newsletter: In 2012 Visit Lodi! will be moving to a digital format on their newsletter. In addition, we will be moving from a Bi-annual publication to a quarterly publication. The new publication will feature new business openings, events and other items of interest to those vested in the tourism industry as well as information on programs and services offered by the Visit Lodi! Conference & Visitors Bureau. The newsletter will be distributed to local business leaders and elected officials.

Committees

Hotel Council: The Visit Lodi! Hotel Council meets quarterly to exchange information about Lodi events, promotions, and programs and services.

Destination Lodi: The Destination Lodi Committee which was started in 2011 is designed to bring together diverse industries vested in the Lodi tourism movement to enhance cooperation between industries as well as to increase cross-marketing opportunities.